SALES PRESENTATION

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship.

COMPETENCIES
Participation in this event will allow the participant to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer.

ELIGIBILITY
Each chapter may enter two (2) participants who are members of active local chapters and are on record as having paid dues by **March 1** of the current school year.

Members who are, or have been, enrolled in a graduate program as of December 1 of the current school year are not eligible to participate in the competitive events program.

PROCEDURES
- ✎ Participants must report for instructions at the time designated in the conference program.

- ✎ The participant shall provide the necessary materials and merchandise for the demonstration along with the product.

- ✎ Each participant's demonstration must be the result of his/her own efforts. Student members, not advisers, must prepare the demonstration.

- ✎ Facts and working data may be secured from any source.

- ✎ When delivering the demonstration, the participant may use notes, note cards, and props.

- ✎ Participants must provide their own equipment. A lectern will be available.

- ✎ Visual aids and samples specially related to the presentation may be used in the preparation. However, no items may be left with judges or audience.

- ✎ At the time of the performance, the event administrator will introduce each participant by name only. Each presentation should be ten (10) minutes in length. A timekeeper will stand at the end of nine (9) minutes. When the presentation is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time over 10 minutes.

- ✎ Performances are open to conference attendees, <u>except</u> performing participants of the event.

- ✎ Participants must adhere to the dress code established by the Board of Directors, or penalty points will be deducted on the performance rating sheet.

JUDGING

Presentations will be evaluated by a panel of judges. Judges may ask questions during the presentation. All decisions of the judges are final.

AWARDS

A plaque is presented to the first place winner. Certificates are given to winners of second through fifth places.

PARTICIPATION AT NATIONAL

The first and second participants in this event are eligible to represent the state at the National Leadership Conference. Please refer to the National PBL Chapter Handbook for guidance.

_____
Rank

_____
Name/School

SALES PRESENTATION

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening, statement or remark	0	1-2	3-4	5	
Direct customer's attention to merchandise	0	1-2	3-4	5	
Product Presentation					
Questions involved customer	0	1-3	4-7	8-10	
Analyze and determine customer needs	0	1-3	4-7	8-10	
Interest in customer as an individual	0	1-3	4-7	8-10	
Adequate knowledge of product features	0	1-3	4-7	8-10	
Create interest and desire for product	0	1-3	4-7	8-10	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Handling Objections					
Welcome and listen to all objections	0	1-2	3-4	5	
Handle and overcome objections with respect	0	1-2	3-4	5	
Closing					
Take advantage of customer reactions	0	1-2	3-4	5	
Sale effectively closed	0	1-2	3-4	5	
Suggested Selling					
Suggestion selling effectively used	0	1-3	4-7	8-10	

Total Points _____/100 max.

Time Penalty. Deduct five (5) points for presentations over ten (10) minutes. _____

Dress Code Penalty Deduct five (5) points when dress code is not followed. _____

Final Score _____/100 max.

Time:_____

Comments:

105

SALES PRESENTATION

NAME OF SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller Number Wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

              ↓ ↓   ✓**Winner**
Example: **1 2 6 = 9   2**
                                } Tied for second place
               2 3 4 = 9   2

If tie remains after this step, judges will make a decision as to the rank to be assigned to the participants.